Research Article

RELATIONAL ACQUAINTANCE WITH SOCIAL MEDIA CONTACTS: AN ANALYSIS ON THE INTERPERSONAL RELATIONSHIP WITH FRIENDS IN SOCIAL MEDIA APPLICATIONS

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ABSTRACT

Social Media is an instant cross platform messaging application, it is basically used for messaging through mobile phones, it can only be used through mobile phones and it has been distinctly designed and marketed for Smartphone, it is generally accessed in almost all type of modern smart phones which includes, Android phones, Blackberries, Windows Phone devices, iPhones, etc. Social Media is much widely used in Android based smart phones comparatively to other smart phones. It is actually a refined and contemporary text messaging tool which is way ahead of traditional text messaging applications and scarcely uses Internet to send data, which really relives people from spending money for quick sharing text message through mobiles. Social Media gives people a varied platform for sharing text, contact numbers, links, pictures, videos, etc. which helps them in providing multiple benefits like low cost, sharing Rich media messages, confirmation of messages for sending, delivering and reading and group chatting, etc. People are using social media for various purposes. Interpersonal relationships seems to be high among users so in that aspect, it would be really inappropriate if there is no research study in understanding how users use social media for interpersonal communication. The research will examine the various types of social media applications used by usersfor interpersonal communication in Tamil Nadu.

INTRODUCTION

Social Media

There is a demonstrated positive relationship between young people's use of social networking services and self-esteem (Valkenburg, Peter and Schouten, 2006). It is also argued that a sense of community and belonging has the potential to promote young people's resilience, giving them the ability to successfully adapt to change and stressful events (Oliver *et al* 2006:1).

REVIEW OF LITERATURE

Social media & Social Networking Apps

Garton, Haythornthwaite & Wellman (1997) said that Social media and social networking apps are the newest addition that is ruling the internet now. Social media apps are used more by adolescents as they happen to be the main target audience for major companies like Social Media, Social Media, Telegram etc. Social media apps have made communication with fellow colleagues as well as strangers much easier.

Social Media &Interpersonal relationships

In a European study of 635 participants ages 16-55 years old who visited a website and completed an online questionnaire, 48.9% reported preferring to use their cell phones for texting over voice calls and 26.1% reported texting too much .

METHODOLOGY

The methodology adopted for this study is quantitative research approaches in the form of surveys. The Analysis is done over social media applications and responses received with reference to interpersonal relationships, shared by a random sample of 200 users belonging to various regions of Tamilnadu and the analysis as follows

Objective of the Study

To analyze the most preferred social media application used by users for interpersonal relationships in Social Media.

Table 1 Age Group

Category	Respondents	Percentage %
16 – 20	37	18.5
20 – 25	45	22.5
25 – 30	27	13.5
30 - 35	28	14.1
35 – 40	34	16.9
40 >	29	14.5
Total	**200**	**100**

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Maximum percentage of respondents were in the age group of 20-25 years with 22.5% followed by those between 16-20 years with 18.5% and then followed by 35-40 years with 16.9%. Those respondents above 40 years and those between 30-35 years were the next highest with 14.5% and 14.1% respectively. Those respondents between 25-30 years were the least with 13.5%.

Maximum percentage of respondents agreed that they did not do any of the mentioned particulars in LinkedIn with 55.9% followed by none of the followers with 15.6%. Respondnets who met few of the followers were the next with 14.7% followed by half of the followers with 8.6%. Respondents who met most of the followers were the next with 4.16% Respondnets who met all the followers were the least with 0.8%.
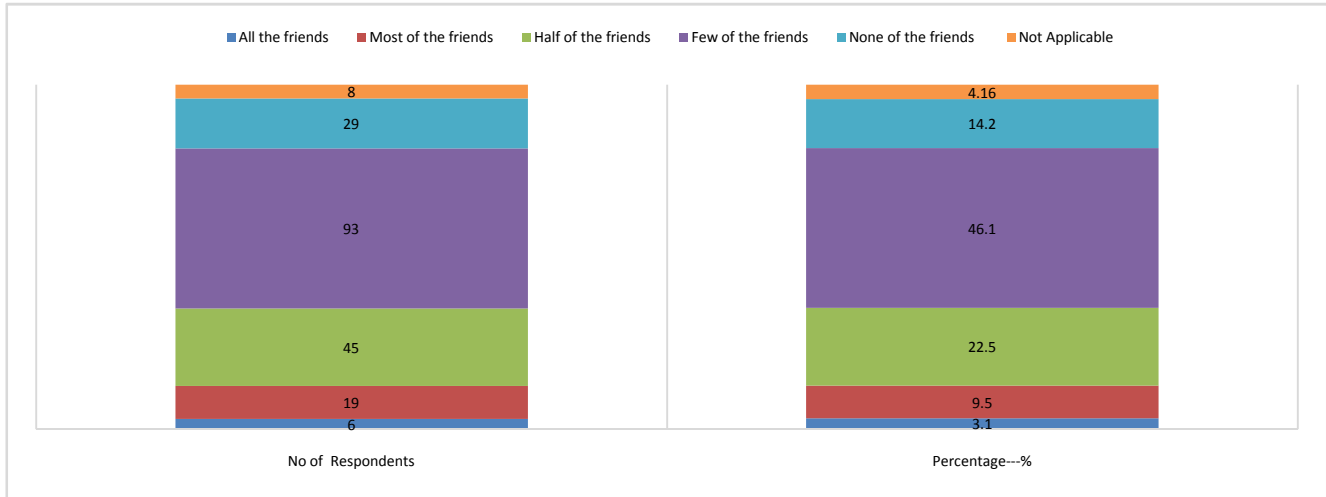

Figure 1 Whetherthey met Facebookfriends in person

Maximum percentage of respondents agreed that they had met a few of their friends in person in Facebook followed by those who had met half of their friends with 22.5%. Respondnets who had not met none of their friends were the next with 14.2% followed by those who had met most of their friends with 9.5%. Respondents who agreed that they had met all of their friends were the least with 3.1%.

Table 3 Whetherusers met Twitter followers in person

Particulars	No of Respondents	Percentage %
All the followers	2	1.1
Most of the followers	13	4.16
Half of the followers	29	14.2
Few of the followers	20	12.5
None of the followers	97	48.2
Not Applicable	39	19.5
Total	**200**	**99.66**

Maximum percentage of respondents agreed that they had met none of their followers in Twitter in person with 48.2% followed by those who responded with not applicable with 19.5%. Respondents who agreed they knew half of their followers in person were the next with 14.5% and few of the followers in person was next with 12.5%. Respondents who said they knew most of the followers were the next with 4.16%. Respondents who said that they knew all the followers were the least with 1.1%.

Table 4 Whetherusers met LinkedIn followers in person

Particulars	No of Respondents	Percentage %
All the followers	1	0.8
Most of the followers	8	4.16
Half of the followers	17	8.6
Few of the followers	29	14.7
None of the followers	31	15.6
Not Applicable	114	55.9
Total	**200**	**99.76**

Maximum percentage of respondents agreed that they did not do any of the mentioned particulars in Instagram with 55.9% followed by none of the followers with 15.6%. Respondnets who met few of the followers were the next with 14.7% followed by half of the followers with 8.6%. Respondents who met most of the followers were the next with 4.16% Respondnets who met all the followers were the least with 0.8%.

Table 6 Whetherusers met Snapchat followers in person

Particulars	No of Respondents	Percentage %
All the friends	16	7.9
Most of the friends	39	19.5
Half of the friends	43	21.5
Few of the friends	18	9.1
None of the friends	76	37.1
Not Applicable	8	4.16
Total	**200**	**99.26**

Maximum percentage of respondents agreed that they had had not met none of their friends in Snap chat with 37.1% followed by half of their friends with 21.5%. Respondents who had met most of their friends were the next with 19.5% followed by few of the friends with 9.1%. Respondents who had met all their friends were th next with 7.9%. Not applicable was the least with 4.16%.

Maximum percentage of respondents agreed that they had met few of their friends in Whatsapp with 46.1% followed by all the friends with 22.5%. Not applicable was next with 14.2% followed by most of their friends with 9.5%. None of the friends was next with 4.16%. Respondents who had met half of their friends were the least with 3.1%.
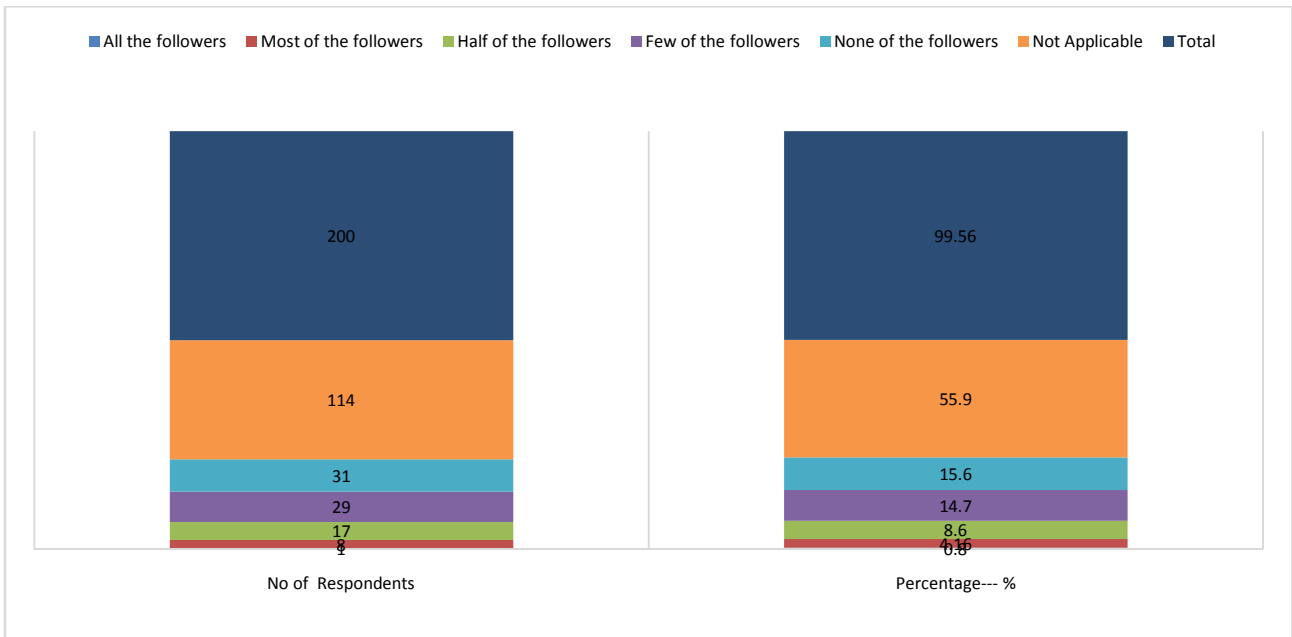
Figure 2 Whetherusers met Instagram followers in person
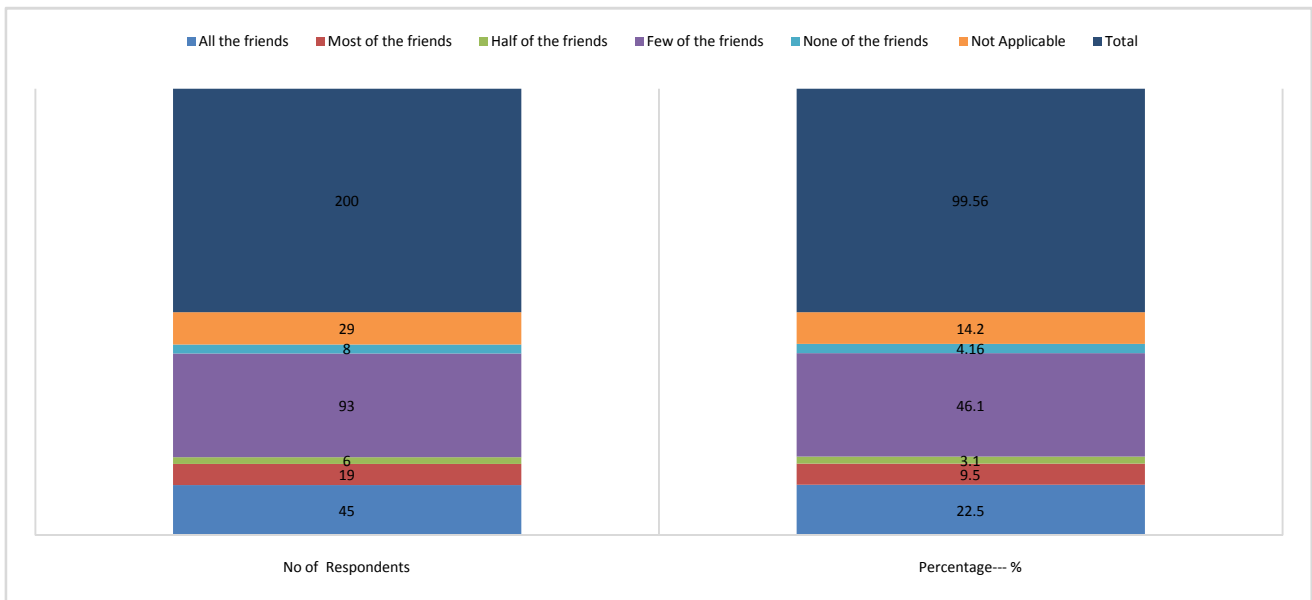

Figure 3 Whetherusers met Whatsapp friends in person

CONCLUSION

Relationships is an integral part of friendship. Interpersonal relationship is much more important in friendship or in any relationship for that matter. It is revealed from the study that the maximum percentage of respondnets are in the age group of 16-25 years which reiterates that youngsters and the younger generation are much more involved in maintaining strong interpersonal relationship than other age groups. A major percentage of users had met only few of their friends in person in Facebook and an overwhelming percentage of users had not met even a single follower in Twitter in person. A major percentage of users had not met a single person in snap chat as well the study revealed. The overall picture of the study s that although he young generation are very much active in social media outlets, they seem to lack a sense of personal connectivity and bonding with other people on the social media networks and outlets.

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